PROPOSED AMENDED CLAIMS

1. (Currently Amended) A method of inserting an advertisement into a particular electronic content <u>in a browseable electronic book displayed on a display device</u>, comprising steps of:

accessing <u>electronic content information representing</u> said particular electronic content <u>stored in a content table in a content database</u>;

dynamically receiving, via said network, advertisement <u>information representing</u> said advertisement to be inserted within said particular electronic content<u>, said advertisement information being stored in an advertisement table in an advertisement database</u>;

inserting said advertisement <u>information</u> into said ~~particular~~ electronic content <u>information to produce particular electronic content display information including</u>~~,~~ said particular electronic content ~~now including~~ <u>and</u> said advertisement;

preparing said content including said advertisement <u>from said particular electronic content display information</u> for display; and

displaying said content including said advertisement in ~~a~~ <u>said</u> browseable electronic book configured to display flipping pages.

2. (Currently Amended) The method according to claim 1, wherein said steps of ~~identifying~~ <u>accessing</u>, receiving, inserting, and preparing are performed by a web browser.

3. (Currently Amended) The method according to claim 1, further comprising a step of:

targeting said advertisement to said particular electronic content on the basis of a ~~received~~ electronic book classification code <u>received via said network</u>.

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4. The method according to claim 3, wherein

said targeting step comprises at least one of developing and receiving at least one unit of demographic information associated with said particular electronic content.

5. The method according to claim 4, wherein

said targeting step comprises comparing an advertisement target audience with said unit of demographic information associated with said particular electronic content.

6. (Currently Amended) The method according to claim 1, further comprising a step of sending billing information to an advertiser for said step of inserting said advertisement.

7. (Currently Amended) A system for inserting an advertisement into a particular electronic content in a browseable electronic book displayed on a display device,

comprising:

a content request device configured to receive input from a user to allow said a reader to identify access electronic content information representing said particular electronic content stored in a content table in a content database;

a receiver configured to dynamically receive, via said network, advertisement information representing said advertisement to be inserted within said particular electronic content, said advertisement information being stored in an advertisement table in an advertisement database;

an insertion mechanism configured to insert said advertisement information into said particular electronic content information to produce particular electronic content display information including said particular electronic content and said advertisement;

a display preparation device configured to prepare said content including said advertisement <u>from said particular electronic content display information</u> for display; and

a display device configured to display <u>said</u> a browseable electronic book comprising flipping pages and having said advertisement contained on at least one of said flipping pages.

8. (Currently Amended) The system according to claim 7, further comprising:

a decision unit configured to ~~consider~~ <u>compare</u> said advertisement information with content demographic information <u>stored in a targeting information table in said</u> content database and <u>to</u> output a comparison result; and

a selection unit configured to select ~~said~~ particular advertisement <u>from said advertisement table in said advertisement database</u> based upon said comparison result.

9. (Currently Amended) A system according to claim 7, further comprising:

a debit notice generator configured to <u>generate</u> debit <u>information in response to displaying said advertisement in said display device and send said debit to</u> an advertiser <u>via said network</u>.

10. (Currently Amended) A system for inserting an advertisement into a particular electronic content <u>in a browseable electronic book displayed on a display device</u>, comprising:

means for ~~identifying~~ <u>accessing electronic content information representing</u> said particular electronic content <u>stored in a content table in a content database</u>;

means for dynamically receiving<u>, via said network,</u> advertisement information <u>representing</u> said advertisement to be inserted within said particular electronic content<u>, said</u>

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advertisement information being stored in an advertisement table in an advertisement database;

means for inserting said advertisement information into said ~~particular~~ electronic content information to produce particular electronic content display information including said particular electronic content and said advertisement;

and

means for displaying said content including said advertisement in a said browseable electronic book configured to display flipping pages with said advertisement contained on at least one of said flipping pages.

11. (Cancelled) A method of generating revenue by allowing advertisement to be inserted into a particular electronic content in a browseable electronic book displayed on a display device, comprising steps of:

receiving content information representing a content from a web site via a network;

dynamically receiving, via said network, advertisement information representing an advertisement to be inserted within said content, said advertisement information being stored in an advertisement table in an advertisement database;

inserting said advertisement information in said content information such that said advertisement is located at a location within said content;

preparing said content including said advertisement for display;

displaying said content including said advertisement in a said browseable electronic book configured to display flipping pages with said advertisement contained on at least one of said flipping pages; and

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sending, via said network, billing information to an advertiser using said advertisement to promote a product.

12. (Cancelled) The method according to claim 11, further comprising steps of:

gathering, via said network, demographic information regarding a population likely to be accessing said content; and

matching said gathered demographic information with information representing a target audience of said advertisement.

13. (Cancelled) A system for generating advertising revenue, comprising:

means for accessing a content from a web site;

means for gathering demographic information regarding a population likely to be accessing said content;

means for matching the gathered demographic information with a target audience of said advertisement;

means for accessing said advertisement based upon a target audience advertising matching criteria;

means for preparing said content including dynamically receiving said advertisement for display;

means for displaying said content including said advertisement in a browseable electronic book configured to display flipping pages with said advertisement contained on at least one of said flipping pages; and

means for billing an advertiser using said advertisement.

14. (Cancelled) A system for generating advertising revenue, comprising:

a data access device configured to access a content from a web site;

a demographic information gathering device configured to gather demographic information regarding a population likely to be accessing said content;

a matching device configured to match the gathered demographic information with a target audience of said advertisement;

a receiving device configured to dynamically access an advertisement based on said matched gathered demographic information;

an insertion device configured to insert said advertisement within said content;

a content preparation device configured to prepare said content and said advertisement for display;

a display device configured to display said content including said advertisement in a browseable electronic book configured to display flipping pages with said advertisement on at least one of said flipping pages; and

a billing device configured to bill an advertiser using said advertisement to promote a product.

15. (Currently Amended) A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform the method recited in anyone of claims ~~1-12~~ 1-6, 16-22.

16. (Currently Amended) The method according to Claim 1, wherein said displaying step comprises:

displaying said advertisement over one page or more than one page of said flipping pages displayed in said browseable electronic book on a display device.

17. () The method according to Claim 1, wherein said receiving step comprises:

receiving via a dynamic streaming mechanism.

18. () The method according to Claim 1, further comprising a step of:

pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

19. () The method according to Claim 1, further comprising a step of:

maintaining subscriber privacy by limiting distribution of subscriber information.

20. () The method according to Claim 3, wherein said targeting step comprises exploiting an advertisement parameter.

21. (As Original) The method according to Claim 20, wherein said advertisement parameter comprises at least one of:

an advertisement identification;

an advertisement category;

a display duration;

an advertisement dimension;

an advertisement position;

an advertisement start time;

an advertisement stop time;

an advertisement repeat rate; and

an advertisement rate.

22. (As Original) The method according to Claim 4, wherein said at least one unit of demographic data comprises:

gender;

age;

education level;

interests;

occupation;

geographic location;

income level; and

spending habits.

23. (Currently Amended) The system according to Claim 7, wherein

said insertion mechanism is configured to insert said advertisement over one page or more than one page of said flipping pages displayed in said browseable electronic book on a display device.

24. () The system according to Claim 1, wherein

said receiver is configured to receive via a dynamic streaming mechanism.

25. () The system according to Claim 7, further comprising:

a pre-registration device configured to pre-register data from at least one of an advertiser, a publisher, and a subscriber.

26. () The system according to Claim 7, further comprising:

a subscriber privacy mechanism configured to limit distribution of subscriber information.

27. () The system according to Claim 7, further comprising:

a targeting mechanism configured to exploit an advertisement parameter.

28. The system according to Claim 27, wherein said advertisement parameter comprises at least one of:

an advertisement identification;

an advertisement category;

a display duration;

an advertisement dimension;

an advertisement position;

an advertisement start time;

an advertisement stop time;

an advertisement repeat rate; and

an advertisement rate.

29. The method according to Claim 27, wherein said targeting mechanism configured to exploit demographic data comprising at least one of:

gender;

age;

education level;

Interests;

occupation;

geographic location;

income level; and

spending habits.

30. () The system according to Claim 10, further comprising:

means for pre-registering data by at least one of an advertiser, a publisher, and

a subscriber.

31. () The system according to Claim 10, further comprising:

means for ensuring subscriber privacy.

32. () The system according to Claim 10, further comprising:

means for targeting said advertisement to a target audience.

33. (Cancelled) The method according to Claim 11, wherein said displaying step comprises:

displaying said advertisement over one page or more than one page of said flipping pages.

34. (Cancelled) The method according to Claim 11, wherein said receiving an advertisement step comprises:

receiving via a dynamic streaming mechanism.

35. (Cancelled) The method according to Claim 11, further comprising a step of:

a pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

36. (Cancelled) The method according to Claim 11, further comprising:

maintaining subscriber privacy by limiting distribution of subscriber information.

37. (Cancelled) The system according to Claim 13, further comprising:

means for pre-registering data by at least one of an advertiser, a publisher, and

a subscriber.

38. (Cancelled) The method according to Claim 12, wherein said matching step comprises:

exploiting an advertisement parameter.

39. (Cancelled) The method according to Claim 38, wherein said advertisement parameter comprises at least one of:

an advertisement identification;

an advertisement category;

a display duration;

an advertisement dimension;

an advertisement position;

an advertisement start time;

an advertisement stop time;

an advertisement repeat rate; and

an advertisement rate.

40. (Cancelled) The method according to Claim 12, wherein said demographic data comprises at least one of:

gender;

age;

education level;

interests;

occupation;

geographic location;

income level; and

spending habits.

41. (Cancelled) The system according to Claim 13, further comprising:

means for ensuring subscriber privacy.

42. (Cancelled) The system according to Claim 14, wherein

said display device is configured to display said advertisement over one page or more than one page of said flipping pages

43. (Cancelled) The system according to Claim 14, wherein

said receiving device is configured to receive via a dynamic receiving

mechanism.

44. (Cancelled) The system according to Claim 14, further comprising:

a pre-registration device configured to pre-register data by at least one of an advertiser, a publisher, and a subscriber.

45. (Cancelled) The system according to Claim 14, further comprising:

a subscriber privacy device configured to limit distribution of subscriber information.

46. (Cancelled) The system according to Claim 14, wherein said matching device is configured to exploit an advertisement parameter.

47. (Cancelled) The system according to Claim 46, wherein said advertisement parameter

comprises at least one of:

an advertisement identification;

an advertisement category;

a display duration;

an advertisement dimension;

an advertisement position;

an advertisement start time;

an advertisement stop time;

an advertisement repeat rate; and

an advertisement rate.

48. (Cancelled) The system according to Claim 14, wherein the gathered demo graphic data comprises:

gender;

age;

education level;

interests;

occupatIon;

geographic location;

income level; and

spending habits.

49. (Added) A computer program for causing a computer to perform each steps of the method recited in anyone of claims 1-6, 16-22.